



Express Mail No. EL 452 481 635 US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent:  
CANNON et al.

Application No.: 09/844,523

Filed: April 27, 2001

For: *System and Method for Determining  
Suitable Breaks for Inserting Content*

RECEIVED

DEC 13 2001

Technology Center 2100

Attorney Docket No. 10423-0006-999

Date: October 29, 2001

#5 Power of Attorney  
J. Bregman  
12/17

TRANSMITTAL OF POWER OF ATTORNEY BY ASSIGNEE  
AND EXCLUSION OF INVENTOR(S) UNDER 37 C.F.R. §3.71

Assistant Commissioner for Patents  
Washington D.C. 20231

Sir:


Applicants' attorney encloses herewith a Power of Attorney by Assignee. The Assignment of the Application is submitted herewith for recording, a copy is attached. Applicants' attorney requests that the Power be accepted.

The Commissioner is authorized to charge any fees associated with this communication to our deposit account number 16-1150 (order no. 10423-0006-999). A copy of this sheet is enclosed for such purpose.

Respectfully submitted,

PENNIE & EDMONDS LLP

By:

  
Dion M. Bregman, Reg. No. 45,645  
for Francis E. Morris, Reg. No. 24,615

3300 Hillview Avenue  
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POWER OF ATTORNEY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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**POWER OF ATTORNEY BY ASSIGNEE  
AND EXCLUSION OF INVENTOR(S) UNDER 37 C.F.R. 3.71**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

The undersigned assignee of the entire interest in the above-identified subject application hereby appoints: S. Leslie Misrock (Reg. No. 18872), Berj A. Terzian (Reg. No. 20060), David Weild, III (Reg. No. 21094), Jonathan A. Marshall (Reg. No. 24614), Barry D. Rein (Reg. No. 22411), Stanton T. Lawrence, III (Reg. No. 25736), Charles E. McKenney (Reg. No. 22795), Philip T. Shannon (Reg. No. 24278), Francis E. Morris (Reg. No. 24615), Charles E. Miller (Reg. No. 24576), Gidon D. Stern (Reg. No. 27469), John J. Lauter, Jr. (Reg. No. 27814), Brian M. Poissant (Reg. No. 28462), Brian D. Coggio (Reg. No. 27624), Rory J. Radding (Reg. No. 28749), Stephen J. Harbulak (Reg. No. 29166), Donald J. Goodell (Reg. No. 19766), James N. Palik (Reg. No. 25510), Thomas E. Friebe (Reg. No. 29258), Laura A. Coruzzi (Reg. No. 30742), Jennifer Gordon (Reg. No. 30753), Allan A. Fanucci (Reg. No. 30256), Geraldine F. Baldwin (Reg. No. 31232), Victor N. Balancia (Reg. No. 31231), Samuel B. Abrams (Reg. No. 30605), Steven I. Wallach (Reg. No. 35402), Marcia H. Sundeen (Reg. No. 30893), Paul J. Zegger (Reg. No. 33821), Edmond R. Bannon (Reg. No. 32110), Bruce J. Barker (Reg. No. 33291), Adriane M. Antler (Reg. No. 32605), Thomas G. Rowan (Reg. No. 34419), James G. Markey (Reg. No. 31636), Thomas D. Kohler (Reg. No. 32797), Scott D. Stimpson (Reg. No. 33607), Gary S. Williams (Reg. No. 31066), Ann L. Gisolfi (Reg. No. 31956), Todd A. Wagner (Reg. No. 35399), Scott B. Familant (Reg. No. 35514), Kelly D. Talcott (Reg. No. 39582), Francis D. Cerrito (Reg. No. 38100), Anthony M. Insogna

POWER OF ATTORNEY

(Reg. No. 35203), Brian M. Rothery (Reg. No. 35340), Brian D. Siff (Reg. No. 35679), Alan Tenenbaum (Reg. No. 34939), Michael J. Lyons (Reg. No. 37,386), Garland T. Stephens (Reg. No. 37,242) and William J. Sipio (Reg. No. 34,514), all of Pennie & Edmonds LLP, whose addresses are 1155 Avenue of the Americas, New York, New York 10036, 1667 K Street N.W., Washington, DC 20006 and 3300 Hillview Avenue, Palo Alto, CA 94304, all of Pennie & Edmonds LLP (PTO Customer No. 24341), as its attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office connected therewith, said appointment to be to the exclusion of the inventors and their attorney(s) in accordance with the provisions of 37 C.F.R. 3.71, provided that, if any one of these attorneys ceases being affiliated with the law firm of Pennie & Edmonds LLP as partner, counsel, or employee, then the appointment of that attorney and all powers derived therefrom shall terminate on the date such attorney ceases being so affiliated.

An assignment of the entire interest in the above-identified subject application:

- ☐ was recorded on \_\_\_\_\_ at reel/frame \_/\_\_\_\_\_.  
☒ is submitted herewith for recording.

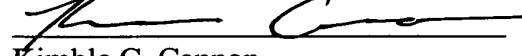
Please direct all correspondence for this application to:

Francis E. Morris  
PENNIE & EDMONDS LLP  
3300 Hillview Avenue  
Palo Alto, CA 94304

Date: 7-23-01

ASSIGNEE:  
Signature:  
Typed Name:  
Position/Title:  
Address:

~~PAPER STREET MEDIA LLC~~

  
Kimble C. Cannon  
Chief Executive Officer  
1306 Vincent Place  
McLean, VA 22101

COPY

ASSIGNMENT

WHEREAS, WE, George Dewey Cannon, residing at 2156 Evans Court #304, Falls Church, VA 22043-2132; Kimble C. Cannon, residing at 1811 Youngblood Street, McLean, VA 22101; and William Tracy, residing at 2156 Evans Court #304, Falls Church, VA 22043-2132, ASSIGNORS, citizens of the United States, are the inventors of the invention in SYSTEM AND METHOD FOR DETERMINING SUITABLE BREAKS FOR INSERTING CONTENT, for which we have executed an application for a Patent of the United States

which was filed on April 27, 2001 as U.S. Application No. 09/844,523; and  
which is identified by Pennie & Edmonds LLP docket no. 10423-0006-999

and WHEREAS, **PSM Global, Inc.**, a corporation of the state of **Delaware**, having its principal place of business at **1306 Vincent Place, McLean, VA 22101**, ASSIGNEE is desirous of obtaining our entire right, title and interest in, to and under the said invention and the said application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to us in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, our entire right, title and interest in, to and under the said invention, and the said United States application and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said invention in any country or countries foreign to the United States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said invention in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

AND WE HEREBY authorize and request the Commissioner of Patents and Trademarks of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents or other evidence or forms of industrial property protection on applications as aforesaid, to issue the same to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we have full right to convey the entire interest herein assigned, and that we have not executed, and will not execute, any agreement in conflict herewith.

AND WE HEREBY further covenant and agree that we will communicate to the said ASSIGNEE, its successors, legal representatives and assigns, any facts known to us respecting said invention, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing, reissue and foreign applications, make all rightful oaths, and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries.

COPY

IN TESTIMONY WHEREOF, We hereunto set our hands and seals the day and year set opposite our respective signatures.

Date October 4<sup>th</sup>, 2001, \_\_\_\_\_ L.S.  
George Cannon

Date October 4<sup>th</sup>, 2001, \_\_\_\_\_ L.S.  
Kimble Cannon

Date October 12<sup>th</sup>, 2001, \_\_\_\_\_ L.S.  
William Tracy

State of VA )  
County of PRINCE GEORGE ) SS.:  
)

On 10-4, 2001, before me, Michelle Kennedy,  
Notary Public, personally appeared George Cannon, personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal  
[Signature] ME 9-30-04

State of VA )  
County of PRINCE GEORGE ) SS.:  
)

On 10-4, 2001, before me, Michelle Kennedy,  
Notary Public, personally appeared Kimble Cannon, personally known to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal  
[Signature] ME 9-30-04

COPY

~~State of~~  
District of Columbia ) SS.:  
~~County of~~ )

On October 12, 2001, before me, William Tracy,  
Notary Public, personally appeared William Tracy, personally known to me on the basis of satisfactory  
evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to  
me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their  
signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted,  
executed the instrument.

WITNESS my hand and official seal  
Ramona D. Browne

Ramona D. Browne  
Notary Public of the District of Columbia  
My Commission Expires December 14, 2003